

## Abstract

Provided is a geographic information transceiving system and method using a digital broadcasting network.

5 The system and method segments new geographic and map data of a region, on which a geographic information service is provided, makes data segment files of different sizes, and multiplexes and transmits the files. A geographic information transmitting system includes: a geographic  
10 information collector for receiving real-time geographic information and real-time traffic information; a geographic information processor for extracting/processing local geographic information and local traffic information from the geographic information collecting means and outputting  
15 whole area information, geographic information and traffic information for a plurality of resolution levels; a digital broadcasting unit for converting and transmitting the geographic information/traffic information data in conformity to digital broadcast signals; a geographic  
20 information multiplexer for multiplexing the geographic information/traffic information data; and a transmitter for transmitting the multiplexed geographic information/traffic information data to a corresponding region.